

CUSTOMER SATISFACTION ON SERVICE QUALITY IN INDIAN RAILWAY WITH REFERENCE TO VIRUDHUNAGAR

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ABSTRACT

The present study focus on analyze the customer satisfaction on service quality in Indian railways has a very highly influence service quality. Various authors are describing the various problems about service quality. The passengers are expected more number of services but Indian railways is providing a small number of services are good quality and many of services are not good. Once the Indian railway is not fulfill the passenger expectation they are ready to switch over to another mode of transportation service. So this study to identify the railway passenger and to analyze the gap between the passenger exception and perception of the service quality. So the researcher has proposed to undertake this study to overcome the above issues.

Key words: Indian Railway, Service gap, passenger satisfaction, southern railways.

INTRODUCTION

The Indian railways provide the opinion approach of transportation for freight and passengers. Indian railways have been a fundamental element of the social, political and economic life of the country. This network has not only included markets but also people crossways extent and span of the country. It has clear the financial life of the country and helped in accelerating the development of the industry. Indian railway is one of the fast increasing service sectors which activate trains in and just about diverse parts of the country. It offers a choice of facilities to the passengers and making truthful attempt to develop and improve the infrastructure arrangement in the relevant railway junction. The benefits of new technology and development of atomization have been taken into account for given that various services to the Indian passengers.

OBJECTIVES OF THE STUDY

- To find out the demographic profile of the passengers.
- To evaluate the gap between the passenger expectation and perception of the Service quality.

REVIEW OF LITERATURE

J.Priyadharshini and M.Selladurai, (2016)³In this paper the study is able to complete research objectives, by carefully analyzing and identifying aggressive location of railway strength and weakness among the passengers. Indian railways should go behind receiving the review feedback from the passengers in their respective trains at least three to six month once. The reservation systems and infrastructure facilities in both trains and railway stations has to be improved. The railway staffs and assistant or helper can appoint for each coach and improved security system towards the passenger's expectations. Hence the human touch is more required as we compare airlines services which we missing in Indian railway passenger services. In this aspects more recover its show in the satisfaction levels of the passengers and take up a leading arrangement among the customer mind in enduringly.

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V.Rajeswari, K.Santa kumarai (2014) ⁴in this study is actually a giving to classify the factors that find out passenger satisfaction in train with service quality of services provided by the Indian Railways. The quality of service that regularly involve the satisfaction of passengers in arrangement organize is Responsiveness, Catering, Tangibility, Assurance, Safety, Information, and lastly and the least important factor is Punctuality, towards Passengers. With the increase of passengers, the Indian Railways has paying attention to increase its focus to satisfy the needs of customers and through initiatives to improve the quality of service to enrich the satisfaction of customers. Even however repeat effort made by the Railways to develop the quality of services, the result would not satisfied the customers (passengers) needs. This reveals that, everlasting, complete, lengthy intentional presentation and attempts are necessary to fill these service gaps. Accordingly, the researcher gives some insight to enlarge and get better the quality of services to satisfy the passengers.

Sheeba. A. A Dr. K. Kumuthadevi(2013) ⁵ In this paper concluded that the determinants that frequently pressure the satisfaction of passengers (customers) in rank order is Basic facilities, Hygiene, Safety & Security, Catering, Health Care Service, Punctuality, and lastly and the least important factor is Behavior towards Passengers. The Indian Rail transportation is gaining consequence day by day. With the enlarge of passengers, the Indian Railways has paying attention to enlarge its notice to satisfy the needs of customers and made initiatives to improve the quality of service to improve the satisfaction of customers. Even though frequent effort made by the Railways to improve the quality of services, the result would not satisfied the customers (passengers) needs. It reveals that, continuous, complete, lengthy intentional performance and attempts are essential to solve these problems.

STATEMENT OF THE PROBLEM

The passengers are expecting a lot services from the Indian Railways but the railway providing a small number of the service in good quality and several of its services are not good. Once the Indian Railway is not fulfill the passenger prediction, the passengers are directly switched over to another mode of transportation services. So the Indian railway his to develop their service in world class, because the passenger expectation more services from service providers.

RESEARCH METHODOLOGY

- Empirical Research design is used in this study.
- Sampling method used for the study is Convenience sampling method
- Primary data was collected from the railway passengers in Virudhunagar.
- Sample size 200
- Statistical tools such as percentage analysis, Gap Analysis.

RESULTS AND DISCUSSION

Table- 1

Demographic factors of the respondents (Percentage Analysis)

Table 1		
Demographic Factors	Category	Percentage of the respondents
1. Gender	Male	39.0
	Female	61.0
	Total	100.0
2. Age	20-30	18.5
	31-40	42.0
	41-50	18.0
	51-60	21.5
	Total	100.0

⁴ Satisfaction and Service Quality in Indian Railways - A Study on Passenger Perspective, IOSR Journal of Economics and Finance (IOSR-JEF) e-ISSN: 2321-5933, p-ISSN: 2321-5925. Volume 4, Issue 1. (May-Jun. 2014), PP 58-66
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⁵ Service Quality of South Indian Railway Determinants of Passenger Satisfaction in Trains. International Journal of Business and Management Invention ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X www.ijbmi.org Volume 2 Issue 2 | February. 2013| PP.49-54.

3. Occupation	Business	21.5
	Professional	19.5
	Student	23.0
	Salaried employee	36.0
	Total	100.0

Source: Primary data

It is evident from the above table that Majority 61 percent of respondents are female, 31-40 years of age group 42 percent , More than 36 percent of the respondents are salaried employee.

GAP ANALYSIS OF PASSENGERS EXPECTATION AND PERCEPTION

Table - 2 Gap on Tangibility

Dimensions	Statement	Expectation Score	Perceived Score	Gap Score
Tangibility (TA)	Railway has modern looking equipment and infrastructure at stations and trains	2.79	3.31	-0.52
	Railways physical facilities like lighting, seating and Toilets are maintained satisfactory	2.79	2.99	-0.63
	Railways staffs are neat in Appearance	2.86	3.53	-0.67
	Time tables, Display Boards etc are visually appealing	2.68	3.31	-0.2

The above table shows that, a huge gap on the tangibility dimensions, particularly in the “Time tables, Display boards etc are visually appealing” a gap mean score of **-0.2** and the low gap on the tangibility dimensions, “Railways physical facilities like lighting, seating and toilets are not satisfactory” the gap value of **-0.63**. Indian railways should make necessary actions to avoid these problems.

Table - 3 Gap on Reliability

Dimensions	Statement	Expectation Score	Perceived Score	Gap Score
Reliability (RL)	Railways are accurate in record keeping	2.68	2.93	- 0.25
	Railways are accurate in timing of trains	2.72	2.80	-0.08
	Railways performs service Correctly	2.83	2.97	-0.14
	When you have problems Railways shows sincere interest in solving it	2.27	2.97	-0.7
	Railways adheres to punctuality of Trains	2.93	3.20	-0.27

From the above table, the gap on reliability dimensions in “Railways adheres to punctuality of trains” a gap mean score of **-0.27** and the minimum gap of this dimension in **-0.7** “when you have problems railways shows sincere interest in solving it”. Indian railways should make necessary actions to evade these kinds of issues.

Table – 4 Gap on Responsiveness

Dimensions	Statement	Expectation Score	Perceived Score	Gap Score
	Railway staff are always willing to help	2.54	4.22	-0.68

Responsiveness (RA)	Railway staff tell exactly when services will be performed	2.60	2.72	-0.12
	Employees of Railways give prompt service to customers	2.63	3.31	-1.68
	Employees of Railways are not too busy to respond	2.63	2.85	-0.22

The above table shows that the information about the gap on responsiveness dimension, the maximum gap on this dimension - **0.68** "Railway staff are always willing to help" and the minimum gap on the responsiveness dimensions **-1.68** "Employees of railways give prompt service to customers promptness". Indian railways should make necessary actions to their staff they should provide support and help to the passenger insisting.

Table –5 Gap on Assurance

Dimensions	Statement	Expectation Score	Perceived Score	Gap Score
Assurance (AS)	The Railways are trustworthy	2.95	3.05	-0.52
	You feel safe in your travel	2.69	2.96	-0.27
	Railways Employees are courteous way	2.83	3.35	-0.1
	Employees are knowledgeable	2.81	3.02	- 0.21

The above table reveals that, the gap on assurance dimensions, the high gap of this dimension two attributes like "Railways Employees are courteous way" **-0.1**. It's got more gaps between customer expectation and satisfaction and also the low gap of this dimension is "the railways are trustworthy" **-0.52** Indian railways should make necessary actions to evade these kinds of issues.

Table – 6 Gap on Empathy

Dimensions	Statement	Expectation Score	Perceived Score	Gap Score
Empathy (EM)	Railways give individual attention	1.95	2.97	-1.02
	Railways operations are convenient to all passengers	2.74	2.83	-0.09
	Railways employees should understand the specific needs of their passengers	2.90	2.98	-0.51
	Railways has your best interest at heart	2.88	3.18	- 0.3
	It is easy to plan a railway Journey	2.72	3.23	-0.08

Above table reveals that, gap on empathy the lowest gap for this dimension is "Railways employees should understand the specific needs of their passengers" **-0.51** and highest gap on the empathy dimensions is "It is easy to plan a railway journey" - **0.08**. Indian railways should must take necessary actions to avoid these kinds of problems.

SUGGESTION

- The service quality gap is identified as negative in five dimensions which reveals the level of perception is not up to the level of expectation on service quality. The significant difference among the level of perception and expectation have been noticed in the case of physical facilities, railways adheres not taken any steps on punctuality of trains in time, railways give prompt service to customers, railways has not earned trust worthy of the passenger, railways may

understand the specific needs of their passengers. So the Indian railways can create essential action to solve these kinds of issues.

- The Indian Railways should focus on each one dimension equally for the overall development.

CONCLUSION

Main purpose of this study was to observe and assess the quality of services deliver to the passengers by the only public transport of the country. To evaluate the passenger perceptions, as well as expectation about the quality of services delivered for the period of traveling arrangements. An adapted SERVQUAL instrument was used. Five service quality constructs comprised of 22 variables were used. The empirical investigation study is able to carry out research objectives, by carefully analyzing and identifying aggressive position of railway strength and weakness among the passengers. Indian railways should follow getting the review feedback from the passengers in their respective trains at least three to six month once. Overall empirical conclusion of this study is evident that passenger services that rail transport are not providing good quality of services that can meet up their expectations. It is also clear that visible efforts by Indian railways are supposed to be in place to increase or improve the rail transport is regarded as important display that would enhance its customer's satisfaction. usually the passenger expect more services from service providers such as the rail passengers are also expect more as well as quality service from the Indian railways, so it Indian railways must to develop their services to satisfy their passengers.

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